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**Title:**

Speech opening new national headquarters, Orlando Wines, Adelaide

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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING NEW NATIONAL  
HEADQUARTERS ORLANDO WINES. ADELAIDE.

13.8.73

MR. JONES, MR. O'GRADY, MR. (SID) GRAMP, GENTLEMEN:

THANKS VERY MUCH FOR ASKING ME TO OPEN THESE NEW EXTENSIONS AND NATIONAL HEADQUARTERS FOR ORLANDO WINES TODAY.

IT'S A VERY HEALTHY MEASURE OF THE SUCCESS OF THE SOUTH AUSTRALIAN WINE INDUSTRY GENERALLY THAT NOT ONLY HAVE ORLANDO WINES FOUND IT NECESSARY TO EXPAND THEIR HEADQUARTERS BUT THAT THEY ARE THE LATEST IN A SERIES OF COMPANIES TO DO SO.

IT'S ALSO A REFLECTION OF THE VIGOUR AND EXPERTISE OF ORLANDO'S MANAGEMENT WHICH NOW COMBINES ACCESS TO LARGER CAPITAL AND MARKETING RESOURCES, THROUGH RECKITT AND COLEMAN, WITH THE CONTINUING

2.

TRADITION AND VERY HIGH WINE MAKING SKILLS OF THE GRAMP FAMILY.

THE SUCCESS OF THAT 'MARRIAGE' IS SHOWN IN THE NUMBER OF MEMBERS OF THE GRAMP FAMILY STILL TAKING AN ACTIVE PART IN MANAGEMENT AND PRESENT HERE TODAY.

ORLANDO WINES CAN TAKE CONSIDERABLE CREDIT FOR THE PART THEY'VE PLAYED DOWN THE YEARS IN ENSURING THAT THIS STATE'S PLACE IN AUSTRALIAN WINE-MAKING IS PRE-EMINENT. I'M SURE THE COMPANY WILL BE JUST AS MUCH A LEADER IN THE YEARS AHEAD.

IT'S USE OF THE LATEST COMPUTERISED METHODS OF MARKETING, AND ENCOURAGEMENT OF PROMOTIONAL ACTIVITIES IN THE VALLEY ARE INDICATIONS THAT THIS WILL BE THE CASE.

ANOTHER STRAW IN THE WIND IS THAT THE LATEST ORLANDO WINES SHOW THE SAME CARE OF PRODUCTION AND EXCELLENCE OF QUALITY AS THE ONES BEFORE, AND THE ONES BEFORE THEM AND THE ONES BEFORE THEM AND SO ON.

I SPOKE AT THE START ABOUT THE PRESENT HEALTHY STATE OF THE WINE INDUSTRY. THIS, I THINK, WILL SOON RECEIVE STATISTICAL PROOF. FIGURES FOR WINE CONSUMPTION PER CAPITA IN AUSTRALIA ARE LIKELY TO SHOW THAT WE HAVE NOW PASSED THE TWO-GALLON MARK - THE VIGNERON'S EQUIVALENT OF THE SOUND BARRIER.

AS YOU KNOW, CONSUMPTION PER HEAD HAD BEEN CLIMBING STEADILY SINCE 1968 BUT WAS CHECKED IN THE TWO HORROR YEARS OF THE WINE EXCISE - REPEALED FOLLOWING CERTAIN EVENTS OF A POLITICAL NATURE LAST DECEMBER.

IT IS, PARTICULARLY FOR SOUTH AUSTRALIA, A VERY ENCOURAGING TREND. AND THERE'S NO REASON WHY IT SHOULD STOP THERE. IT IS STILL A LOW FIGURE COMPARED WITH THE CONSUMPTION OF CERTAIN OTHER BEVERAGES AND THERE'S PLENTY OF ROOM FOR FURTHER EXPANSION.

ADDITIONALLY, OF COURSE, THERE ARE BRIGHT PROSPECTS FOR GREATLY INCREASED EXPORT SALES AS WE ESTABLISH NEW MARKETS AND CONSOLIDATE OTHERS.

BARRING UNFORESEEN HAZARDS, THE FUTURE OF THE WINE INDUSTRY IN FACT SEEMS TO BE ONE OF ASSURED PROSPERITY.

THE MOST PROSPEROUS FIRMS WITHIN IT WILL UNDOUBTEDLY BE THOSE WHO PRODUCE A FINE PRODUCT - AT BOTH ENDS OF THE PRICE RANGE - AND WHO ARE EQUIPPED IN BOTH HUMAN AND PHYSICAL RESOURCES TO MARKET IT AGGRESSIVELY AND IMAGINATIVELY.

THE CONCEPTION AND COMPLETION OF THIS \$300,000 EXPANSION PROGRAMME AND COMPUTER INSTALLATION PUT ORLANDO IN A MOST ADVANTAGEOUS POSITION TO TAKE ADVANTAGE OF THIS SITUATION. I DO MOST SINCERELY CONGRATULATE YOU ON YOUR ACHIEVEMENT HERE AND HAVE VERY MUCH PLEASURE IN OFFICIALLY DECLARING THESE NEW HEADQUARTERS OPEN.

THANK YOU.